

ABSTRACT

5 The present invention includes a system and method for managing
promotion and reward arrangements between affiliated entities, the system
comprising a promotion link generator for creating a link in a site owner
computer system coupled to a network, the link corresponding to a
10 promotion in an affiliate. A reward estimator calculates and tracks any site
owner points awarded to the user for completing the qualifying activity
required by the promotion in the affiliate system. The reward estimator
may also process site owner remuneration from the affiliate for user
qualifying activity or for referrals, with or without any awards for the user.
Communications means enable transfer data between the site owner and
15 affiliate in a secure manner.

20 The system may be deployed with one site owner providing
promotional links for a plurality of affiliates. Similarly, an affiliate may
use the system to manage and track promotional links and rewards for a
plurality of site owners. Furthermore, the system may be used by two or
more business entities with complimentary link tracking and affiliate
tracking modules. The system may use public or private networks and is
scalable to meet the needs of the application.